

Donations and Sponsorships Policy



POLICY STATEMENT

Council values the many community initiatives and endeavours that enhance the quality of life for residents of the City of Marion. In this context, Council acknowledges the contribution made by individuals, groups, not-for-profits and organisations in promoting these initiatives. The purpose of Council's Sponsorships and Donations Policy is to assist eligible individuals, groups, not-for-profits and organisations with activities that benefit the residents of the City of Marion. In doing so, this Policy aims to:

- Secure an open and transparent decision-making process for requests for donations and sponsorships from Council; and
- Provide an accessible and equitable process for individuals, groups, not-for-profits and organisations seeking donations and sponsorships from Council.

Scope

Under this Policy, Council will consider the provision of small amounts of assistance to individuals, groups, not-for-profits and organisations of up to \$100 in value (cash or in-kind support). Such assistance will be given within the eligibility and criteria defined below.

It is noted that this Policy forms part of a suite of policies that collectively provide assistance to the City of Marion community. Other policies / programs within this suite include:

- Community Grant Program
- Youth Achievement Grant Program
- Communities Facilities Partnership Program

All requests for assistance other than within the above scope will be referred to Council for consideration on the basis of the merits of the individual request. Donations to humanitarian appeals will also be referred to Council.

DEFINITIONS

Donation

Voluntary contribution without expectation of return.

Grant

Funds or other assistance provided, conditional upon application to the program (e.g. Community Grants Program) and conditional upon agreed terms and conditions. Funds provided to a recipient through a formal program for a specified purpose, directed at achieving goals and objectives consistent with Council policy and strategic direction, where the recipient is selected on merit against a set of criteria. Grants are provided without expectation of commercial return.

In-kind support

Things that the City of Marion might provide at reduced rates or free of charge e.g. venue hire; publicity in Council's magazine (City Limits); staff support; use of Council's logo. In-kind support will be provided at a maximum of \$500 in relation to venue hire. All other in-kind support will be decided at the discretion of management.

Sponsorship

A contractual business arrangement under which a sponsor, for a specified term, provides a contribution in cash and/or in kind ("contra") in return for specified negotiated commercial benefits. Benefits purchased may include the right to public recognition or association with a service, program event, activities, individual, infrastructure or association.

ELIGIBILITY

To be eligible for assistance under the Donations and Sponsorships Policy, the applicant must be an individual, group, not-for-profit or organisation either located within the City of Marion or providing a direct service that demonstrably contributes to the wellbeing and development of the City of Marion community.

CRITERIA

Proposed donations and sponsorships must satisfy one or more of the criteria shown below:

- Individuals aged 25 years and older and representing South Australia or Australia in a specific cultural, educational, sporting or recreational activity/event that has been organized by a peak body.
- Clearly demonstrate direct benefits to the resident(s) of the City of Marion.
- Meet a social, environment or economic development need.
- Serve to promote the wellbeing and development of the community.
- Awards, presentations, acknowledgement of achievement / excellence in educational and professional endeavours.
- Support for activities which award endeavour in community services.

APPLICATION AND ASSESSMENT PROCESS

Applications for assistance under this Policy:

- May be made at any time during the year.
- Must be in writing using the Donations and Sponsorship Application Form.

All applications for funding under this Policy will be determined by the Manager Community Development Business Unit in alignment with the above eligibility and criteria. Applications will not be accepted for activities already held.

Where a request is received outside of this Policy, it may be referred to one of the following as relevant:

- Community Grant Program
- Youth Achievement Grant Program (for individuals under 25 years of age)
- (Communities Facilities Partnership Program)
- Council

If the applicant has received a similar donation/sponsorship in the past, even if the criteria is met, the applicant is not guaranteed to receive funding.

Preference is given to individuals, groups, not-for-profits and organisations who have not received assistance within the previous two years.

Donations/sponsorship will be provided to a maximum number of five individuals from any one organisation/club/sporting group.

Sporting groups/organisations/clubs can only apply for donations/sponsorship once per year i.e. one application per financial year.

REPORTING

Successful applicants are required to provide to Council, within three months of the completion of the activity, a brief statement detailing how the funds were expended.

A report detailing all donations and sponsorships requested and provided under this Policy will be prepared by the City of Marion and considered by Council on an annual basis.

REVIEW AND EVALUATION

The Donations and Sponsorships Policy will be reviewed in twelve months from the date of adoption, and will be administered by the Community Development Business Unit.

REFERENCES

STRATEGIC PLAN:

Community Wellbeing:

A community with a high level of wellbeing enjoys a healthy life. People have a comfortable standard of living, feel safe and experience a sense of belonging. They support each other, celebrate diversity and participate in their community.

Strong and Engaged Communities:

CW1.1 Build on local strengths to develop active, friendly and connected neighbourhoods

CW1.2 Encourage an inclusive community that values diversity and engagement

Excellence in Governance:

Governance is about the City of Marion's commitment to using a best practice approach to accountable decision making.

Policy Making:

EG2 – Maintain all the policies required to prove both council and management with the necessary guidance to make decision consistent with our Vision.

PROCEDURE REFERENCE:

Nil

COUNCIL AGENDA REFERENCE:

Adopted by Council: 9 February 2016

OTHER RELATED REFERENCES:

Community Grant Program

Youth Achievement Grant Program

Communities Facilities Partnership Program?

Council Grants Policy

Community Plan – Towards 2040

Donations and Sponsorship Application Form

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